



Station Buy Detail

Grand Rapids-Kalamazoo, TV Add

204943

Est ID: 11850

Client: Stabenow for Senate 2012

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

WOOD-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WOOD 6a News	EM	M-F	\$650.00	1								1	2
6:00 AM - 7:00 AM		30	\$1,300.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Today Show	EM	M-F	\$975.00		1								1
7:00 AM - 9:00 AM		30	\$975.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Today II	DT	M-F	\$300.00	1									1
9:00 AM - 10:00 AM		30	\$300.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Today III	DT	M-F	\$200.00										1
10:00 AM - 11:00 AM		30	\$200.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
WOOD Noon News	DT	M-F	\$225.00					1					1
12:00 PM - 1:00 PM		30	\$225.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Days of Our Lives	DT	M-F	\$200.00			1							1
1:00 PM - 2:00 PM		30	\$200.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Rachael Ray	DT	M-F	\$125.00		1								1
2:00 PM - 3:00 PM		30	\$125.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Dr. Oz	EF	M-F	\$125.00		1						1		2
3:00 PM - 4:00 PM		30	\$250.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Ellen	EF	M-F	\$400.00	1			1						2
4:00 PM - 5:00 PM		30	\$800.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
WOOD 5:30p News	EN	M-F	\$1,150.00					1					1
5:30 PM - 6:00 PM		30	\$1,150.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Sunday 6p News	EN	Su	\$450.00							1			1
6:00 PM - 7:00 PM		30	\$450.00										
WOOD 6p News	EN	M-F	\$2,000.00								1		1
6:00 PM - 6:30 PM		30	\$2,000.00										
Highly pre-emptible at LUR per WOOD. Move to S3													
Animal/Guy Kids	PT	W	\$625.00			1							1
8:00 PM - 9:00 PM		30	\$625.00										

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

WOOD-TV

Fred Corbus

120 College Ave SE Grand Rapids MI

Page 1 of 2



Station Buy Detail

Grand Rapids-Kalamazoo, TV Add

Est ID: 11850

Client: Stabenow for Senate 2012

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

WOOD-TV

Program Name	DP	Length	Rate	Days		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
						Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov	Nov	
						29	30	31	01	02	03	04	05	06	
Dateline	PT	F	\$875.00							*NA					1
10:00 PM - 11:00 PM		30	\$875.00												
WOOD 11p News	LN	M-F	\$1,450.00					1							1
11:00 PM - 11:35 PM		30	\$1,450.00												
Highly pre-emptible at LUR per WOOD. Move to S3															
Tonight Show	LF	M-F	\$300.00					*NA	*NA				*NA		3
11:30 PM - 12:35 AM		30	\$900.00												
Highly pre-emptible at LUR per WOOD. Move to S3															
Station Totals			\$11,825.00			3	4	3	3	3		1	3	1	21

- 1,975.00 moved \$ to contract # 187139
9,850.00

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

WOOD-TV

Fred Corbus

120 College Ave SE Grand Rapids MI

Page 2 of 2